[Company Name]:

**Business Plan**

A Company in Sponsored by



[Insert your sponsors logo here]

[School Location]

[Room Number#]

Winnipeg, MB

# Executive Summary

[Please write a detailed 1-page summary of the entire business plan. Who is your team? Who does what on your team? Refer to Appendix A. This is the Presidents responsibility.]

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1. **Business Description**

**(To be completed by the President)**

[Write an overall description of your business, how many members, who is your sponsor, etc. This is the President’s responsibility. 1 – 2 Paragraphs, 10-14 lines please.]

**1.1 Company Mission**

[What is your mission statement? What are you setting out to accomplish? One Paragraph, 3-5 lines please.

I.e. The mission statement for Junior Achievement of Manitoba is:

“To inspire and educate youth to appreciate free enterprise and to teach them valuable business and leadership skills, etc.”

Think of something good.]

**1.2 General Information**

Legal Name: [Company name], a Junior Achievement Company

Business Address: [School], [Street Address].

Type of Business: Corporation

Incorporation Date: [Insert the date you applied for incorporation]

Sponsoring Company: [Name]

**1.3 Business Profile**

**Type of Business**

[Company name]is a private corporation. [#] Common Shares were issued to gain the starting capital.

**Major Goods**

[What do you intend to make? To sell? Description? One paragraph, 2-3 lines]

**2.0 Marketing Plan**

**(To be completed by the VP Marketing)**

**2.1 Goals and Objectives**

* [To receive all awards for the sales and display of our booth at trade fairs.]
* [To exemplify good citizenship and professionalism at all times.]
* [To function with a customer focus at all times.]

# 2.2 Marketing Strategy

**Target Market**

[Who will buy your product? Why? How do you know they will buy your product? One Paragraph, 4-8 lines.]

**Product**

[What is your product? Describe in detail. What makes your product different from others in the market? Why is it unique? Refer to Appendix E. One – two paragraphs, 8-10 lines. ]

**Competition**

[Who are your major competitors? What share of the market do they have? How do you compare?]

**Price**

[How much will each product cost? Why do you feel that is a good price? Justify. One paragraph, 6-8 lines.]

**Place**

[Where will you be selling your product/service? Examples: Mall Trade fairs, Corporate Trade Fairs, Schools, door-to-door, etc. What are you going to do to insure best presentation of your product? Refer to Appendix B. 2-3 paragraphs, 14-18 lines. ]

##### Promotion and Advertising

[How are you going to promote your products? Slogans? Displays? Word of mouth? TV/Radio ads? What type of promotion/advertising would be successful for you and why? 2-3 paragraphs, 14-18 lines.]

**2.3 Action Programs**

[How are you, as the VP Marketing going to guarantee that your sales/promotion goals will be met? Point form. 5-6 lines.]



**2.4 Budgets/Sales Forecasting**

[How many units of product/service do you plan on selling? How many at trade fairs? How many through door-to-door or personal sales? What would the total for the year be? 1 paragraph, 3-5 lines.]

# 3.0 Production Plan

**(To be completed by the VP Production)**

**3.1 Goals and Objectives**

[The goals of our production team were established to ensure the following:]

* [To maintain customer satisfaction by achieving a high-quality product.]
* [To enhance our team’s efficiency through excellent time management.]
* [To excel in units produced and quality of the product.]
* [To be environmentally conscious through quality production planning.]

**3.2 Facilities and Labour**

[Where are you making the product? Who is making the product? 1 paragraph, 4-6 lines.]

**3.3 Materials Procurement**

[Where are you buying the materials for your product/service? Who is picking them up/buying them? 1 paragraph, 3-5 lines.]

**3.4 Production Process**

[How are you making your product? What are the steps involved?]

i.e.

Step 1:

Step 2:

Step 3:

**3.5 Training**

[Who is responsible for training in the making of the product? How will they be trained? What are the safety issues? 1 paragraph, 4-6 lines.]

**3.6 Quality Control**

[How do you insure that each product is made with the same quality? 1 paragraph, 3-5 lines.]

**3.7 Inventory Control**

## [How will you keep track of all: Materials purchased, products being made, products already complete? 1 paragraph, 4-6 lines.]

**3.8 Research & Development**

[How will you improve upon your product? Who is responsible for doing that?

1 paragraph, 3-5 lines.]

**4.0 Human Resource Management**

**(To be completed by the VP Human Resources)**

**4.1 Objectives**

[What are your objectives/goals for keeping a well-run team? Attendance? Compensation? Rewards? Who is responsible for these goals? Point form and some paragraphs, 8-12 lines.]

i.e.

* [Maintain present company size ]
* [Recruit new members for the production process, and achieve an ideal company size of 10-15 members]
* [To attain a 90% attendance average among members]
* [To maintain high company morale and productivity]

**4.2 Compensation Plan**

[How are you paying your company members? Is there a salary? Is there commission? 1 paragraph, 5-8 lines.]

i.e.

**[Executives**

Salary $2.00/week

Commission 10% on all personal sales

**Officers**

Wages $0.50/hour

Commission 10% on all personal sales]

**4.3 Training**

[How will all the members of your company be trained? Who is responsible for training? When did training occur? 1 paragraph, 5-8 lines.]

###### 5.0 Financial Plan

**(To be completed by the VP Finance)**

**5.1 Goals and Objectives**

[What are the financial ($) goals of your company? How much money do you plan on making? What will the return be to shareholders? How will you pay your debts? Point form, 3-5 lines.

i.e.

* To provide shareholders with a minimum of 10% return on their investment
* To make payments on time
* Have responsibility for all company funds

**5.2 Initial Capitalization**

How much money do you need to capitalize? (start your company?) Why? How many shares did your company sell? (will sell?). 1 – 2 paragraphs, 6-9 lines.

**5.3 Break-Even Analysis**

Assuming fixed costs, how much money (how many units) would you have to sell to break even? (not owe anything?) Use the calculations found in your Break-even excel spreadsheet. Refer to Appendix C. 1 paragraph, 3-5 lines.

**5.4 Financial Statements**

**Income Statement**

How much do you plan on making? How? When? Prove it. Refer to Appendix D. 1 paragraph, 4-6 lines.

**Balance Sheet**

By the year’s end, all liabilities will be settled and the remainder of the money will be divided up evenly between our shareholders. Refer to Appendix D.

###### 6.0 Information Technology Plan

**6.1 Goals or Objectives**

What are your objectives/goals for keeping a well-run management team using Information Technology? Maintaining records electronically? Communicating by e-mail? Creating a web site? Create marketing materials? 8-12 lines.

**6.2 Web Site Design**

What is your plan for your website? Will it be state of the art or basic? Can you purchase your product online? Will company information be available? Who will monitor quality control? Who is responsible for it’s creation and maintaining the site with current information? Anything else your shareholders and board of directors should know?

**6.3 Company Records**

What records will be kept electronically? Who is responsible for keeping them up to date and correct? Who will be the liaison with Human Resources to get the information?

**6.4 Training**

How will all the members of your company be trained? Who is responsible for training? When did training occur? 1 paragraph, 5-8 lines.

###### 7.0 Health and Safety Program

**Adopt a SAFE mindset**

Safety and health in your workplace are based on the principle of SAFE – Spot the hazard, Assess the risk, Find a safer way, Every day. SAFE is a system to identify potential and existing hazards to workers including measures to reduce, eliminate or control those hazards.

**S**pot the hazard.

Recognize hazards in the workplace. Hazards are not always obvious. You need training, awareness and experience to recognize them. If you don’t know, ask. Don’t learn the hard way.

**A**ssess the risk potential of hazards.

Consider how likely it is that the hazard could injure you – and how seriously.

**F**ind a safer way.

Control the hazards. Remove the hazards from the situation, create a solution that reduces the threat of the hazards, or change the way you’re working to eliminate the hazards.

**E**very day.

Demonstrate your commitment to safety every day.

A safe and healthy work environment can improve production, profit, and other efficiencies that enable your company to be successful and remain competitive. One of the best methods of injury prevention is to **establish a safety and health program** that fits your particular business operation. It helps to protect you and your workers so you can concentrate on developing and growing your business.

**7.1 Policy/Demonstrate Commitment**

What is your commitment to your workers’ health and safety? How important is your workers’ health and safety to your company’s output? 1 paragraph, 3-4 lines.

**7.2 Responsibilities and Workers**

Who is responsible for safety and health in each area of your business, from President, to supervisor, to worker? How are you going to involve workers in your safety and health program? 2 paragraphs, 10-12 lines.

**7.3 Identify, Assess and Control Hazards**

How are your workers to identify and control hazards? Include the SAFE model in your description. 1 paragraph, 4-5 lines.

**7.4 Emergencies**

Who is responsible for dealing with emergencies? What resources are needed? What are the emergency procedures? 1 paragraph, 5-6 lines.

**7.5 Training**

How are your workers going to be trained in workplace safety and health specific to their roles? What is your training plan? 2 paragraphs, 10-12 lines.

**7.7 Incidents/Refusals to Work**

What is the procedure your workers are to follow when they investigate injuries and occupational diseases, dangerous occurrences, and refusals to work? 1 paragraph, 5-6 lines.

**7.8 Evaluate**

How are you going to evaluate your safety and health program? How often are you going to evaluate? 1 paragraph, 4-5 lines.

###### 8.0 Risks & Conclusions

**(To be completed by the President)**

[What risks are involved in each department of your company? How much ($) could you lose? What happens if most of your team quits?]

Appendix A

(Please insert team photo w/names after this page)

***Vice President Finance***

##### ???????

***Vice President Marketing***

##### ????? ?????

#### ***Vice President Production***

##### ??????

###### *Vice President*

###### *Information Technologies*

##### ??????

***Vice President*** ***Office Management***

### ?????

## ***President***

### ??????

**[Company Name]:**

**A Junior Achievement Company**

*[Counseled by Sponsor]*

Appendix B

# Trade Fair Booth Checklist

Have We Booked our Backdrop? \_\_\_\_

Are all Promotional Items Prepared? \_\_\_\_

Company Name Sign \_\_\_\_

Sponsor Company Sign \_\_\_\_

Price Sign \_\_\_\_

Seasonal/ Theme Decorations \_\_\_\_

Enough Staff Booked? \_\_\_\_

Have Staff Received Sales Training? \_\_\_\_

Enough Products to Sell? \_\_\_\_

Do We Have All Necessary Materials? \_\_\_\_

Sales Slips \_\_\_\_

Pens & Pencils \_\_\_\_

Float \_\_\_\_

Appendix C

(Please insert Excel Break-Even Analysis after this page)

Appendix D

(Please insert Excel Finance report after this page)

Appendix E

(Please insert Product photograph after this page)

Appendix F

(Website Design Mock Up)